* RADIO NETWORK PROGRAM COMMITTEE

E. G. Burrows, Chairman
Assistant Director of Broadcasting
University of Michigan
Ann Arbor, Michigan

Robert Boyle, 1962
University of Minnesota

Raymond Giese, 1962
The Ohio State University

George Goodrich, 1962
Humboldt State College

Burt Harrison, 1962
Washington State University

Martin Busch, 1963
University of South Dakota

Richard Estell, 1963
Michigan State University

Frank Norwood, 1963
San Diego State College

Mildred Seaman, 1963
University of Kansas

Herbert Hake, 1964
State College of Iowa

Marjorie Newman, 1964
Florida State University

John Regnell, 1964
University of Illinois

Hal Roeth, 1964
WRVR, New York City

May 17, 1962

Mr. J. Daniel Logan
Station Manager
Station WDET
Wayne State University
Detroit 2, Michigan

Dear Mr. Logan:

Lee Dreyfus has told me of your interest in becoming active in NAEB committee work, and he has high praise for your energies and abilities.

We are delighted, of course, because it is only through the very fine support we get from members such as yourself that we are able to do the tasks the Association finds necessary in order to properly serve the educational broadcasting field.

As you perhaps know, committee assignments are made shortly after the first of each year, with appointments running for three years. We have found that this lends continuity to committee activity and at the same time provides enough turnover to involve more members in committee work and permit the insertion of new ideas. In the last two years we have endeavored to eliminate all dual assignments so that now only a small number of our 206 committee members serve on more than one committee, and these, too, will be eliminated as dual terms expire. Also, in order to have committees of a size to permit work to be done expeditiously, we have limited committees to ten members each.

All of the above is merely to explain that while we can't add you officially to a committee at this time, we will certainly add you when new committees are appointed in January, and, in the meantime, by a copy of this letter I am informing Mr. E. G. Burrows, Manager, Station WUOM, University of Michigan, Ann Arbor, Michigan, chairman of the NAEB Network Program committee, that he may feel free to call upon you for help -- Lee Dreyfus had indicated that he thought you would be extremely helpful to this committee.

Again, thanks for your interest in helping with the work of the Association, and you can be sure that we will be calling on you in the important months ahead.

Sincerely,

Harold E. Hill
Vice President

HEH:abt
cc: Lee Dreyfus
E. G. Burrows

June 12, 1962

Mr. E. G. Burrows
Manager, WUOM
Administration Building
Ann Arbor, Michigan

Dear Ed:

I think your plans for a meeting to consider music programming on educational stations is excellent.

I don't know, at this time, of any other meetings which might tend to conflict with your scheduled dates of November 6 - 7. I hope that your meeting can also consider the matter of musical programs on the NAEB network and how more, and better ones, might be obtained.

Incidentally, if you don't hear from Jim (at least personally) for some time, it's because he left last week for a vacation of several weeks.

Regards,

Harold E. Hill
Vice President

HEH/mlm
cc: James S. Miles

June 8, 1962

Mr. James S. Miles, Director
WBAA Radio-TV, Hall of Music,
Purdue University,
Lafayette, Ind.

Dear Jim:

Conversations at the Region III meeting in Muncie and others conducted by WUOM's Music Director Harry Welliver during a recent tour of midwest educational stations, seem to indicate considerable interest in a meeting to discuss general problems of music programming on educational stations. Accordingly, WUOM is making plans to hold such a meeting in Ann Arbor, under University of Michigan auspices. Music directors or station staff most directly concerned with programming music will be invited. If we do not receive a sufficient number of firm acceptances to attend, we will cancel the meeting. NAEB member stations in Region III will be the principal invitees.

We have tentatively scheduled the meetings from noon to noon of November 6 and 7. This will get us away from football weekends, and the NAEB convention. Do you know of any other broadcasting activity, particularly concerning educational radio or NAEB, with which we might be in conflict? Would it be appropriate for us to announce that the meetings are being held in cooperation with NAEB? We are not requesting NAEB sponsorship or funds. If the conference is successful, however, we hope to make a transcript of the proceedings which should be of benefit to all member stations.

I am sending a copy of this letter to Harold Hill and trust he will comment as well. Any suggestions, recommendations, or even outcries of horror, will be given the usual careful consideration.

Cordially,

E.G. Burrows
Manager, WUOM

NAEB HEADQUARTERS
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

MEMORANDUM

TO: Robert E. Underwood, Jr., Network Manager
NAEB Network Program Committee
NAEB Network School Program Committee

FROM: Harold E. Hill

DATE: June 14, 1962

Below is an excerpt from a letter just received from John Finster, Program Director, WETL, School City of South Bend, Indiana. Frankly, my own opinions on his suggestion are somewhat divided - his suggestion makes good sense so far as our school stations are concerned, but not only departs from what people normally think of as the "quarters of the year" but also would perhaps present some billing problems for us. However, always wanting to be pliable enough to consider suggestions, I am passing this on to you with a request that you give the matter some thought and pass your reactions on to the chairman of your respective committee, who, I trust, will then pass along to me (with a copy to Bob Underwood) a concensus committee opinion. After that, considering all factors, we will see whether a new quarterly system seems called for.

"I submit it would be of considerable value to many stations, especially public school systems, if the 3rd quarter were to begin in September and the 2nd quarter were to end in May. Consequently, this schedule would more nearly coincide with the school year. This would dictate the 3rd quarter as September, October, and November, the 1st quarter as December, January and February and the 2nd quarter as March, April and May. In view of many school stations completing their schedule in late May and beginning again in early September, one can readily see the number of 2nd quarter programs not used and the number needed in September if the station does not take the 3rd quarter offering."

HEH/mlm
cc: William Harley
Richard Hull
Ken Kager
Raymond Hurlbert
John Finster

To: Harold Hill
From: E.G. Burrows

A further comment (enclosed) which more or less reinforces the recommendation I made earlier about the NAEB Network Award. In other words, kill it.

Hal's final suggestion, of course, has been made before. I have always thought this might be an angle worth pursuing.

RIVERSIDE RADIO
WRVR 106.7 FM
490 RIVERSIDE DRIVE NEW YORK 27 NEW YORK RIVERSIDE 9-5400
JACK D. SUMMERFIELD
GENERAL MANAGER

September 4, 1962

Mr. E. G. Burrows
WUOM
Ann Arbor, Michigan

Dear Ed:

Yes, I plan on attending the NAEB Convention and should be at the Radio Network Program Committee meeting.

Your question reminded me that I regretfully had not answered your memo of July 13 requesting comments on the award to a NAEB Network station. My delay in answering your memo embarrasses me, and I hope the following comments are helpful and not too late.

Since the award will go to a "network" station, it seems logical that the award for "outstanding contribution" should be for a network activity, rather than a broad service activity to the NAEB and/or to the broadcasting industry. Your listing of the criteria on which an award should be made, points up the difficulty in choosing a set of rules. All sorts of possibilities and problems arise -- awards for best series, one with grant-in-aid, one without -- total number of series, but this does not take "facilities available" into account -- who is to judge the award and how -- and many more that I am sure you have thought of.

I really wonder what useful purpose will be served with yet another award, to say nothing of the machinery that would be required to make the selection. The folder in my file labeled "Awards and Citations" is 3 inches thick, and I hardly have time to keep up with them all. I don't think we need another.

Why not make the Ohio State Awards a combined NAEB-IERT award?

Sincerely,

Hal Roeth

Harold W. Roeth
Program Manager

HWR:wlp

The University of Michigan · Ann Arbor, Michigan

E. G. Burrows, Manager

WUOM 91.7 mc.
ANN ARBOR

WVGR 104.1 mc.
GRAND RAPIDS

July 17, 1962

Mr. Harold Hill,
Nat'l Assoc. of Educational Broadcasters
1346 Conn. Ave. NW
Washington 6, D.C.

Dear Harold:

Enclosed the only comments I have received so far about the Finster system. In talking with Frymire and Underwood last week about this problem, we agreed that actually only a small number of stations were involved, too small to make them wag the dog, so to speak. However, if you wish to pursue this further, Harrison's suggestion for a poll of in-school stations should certainly be considered. (Incidentally, I think we made real progress on the rules and regulations manual. It's got some revolutionary concepts buried in it, oh so cleverly. The Board or other reviewers are going to have a field day once we're finished.)....No ideas yet on the grant-in-aid program. I'm too concerned about my future employment at the moment to think of much else. If something reasonably interesting doesn't come along soon, I may be out of this racket completely by this time next year.

Cordially,

E.G. Burrows

THIS SIDE OF CARD IS FOR ADDRESS

Mr. Ed Burrows, Mgr.
Radio Station WUOM
University of Michigan
Ann Arbor, Michigan

WKAR MICHIGAN STATE UNIVERSITY WKAR-FM
EAST LANSING, MICHIGAN

Dear Ed:

In re: Hill's recent Memorandum abouf altering the quarter system of mailing programs, I feel that there certainly must be a method of providing the school systems with taped programs which will take into consideration their closing in late May and their opening in early September, without jeopardizing the classic quarterly system of the calendar year. See you in Philly.

Best regards, Dick

Dick

O-2250

RIVERSIDE RADIO WRVR 106.7 FM
490 RIVERSIDE DRIVE NEW YORK 27 NEW YORK RIVERSIDE 9-5400
JACK D. SUMMERFIELD
GENERAL MANAGER

June 28, 1962

Mr. E. G. Burrows
Chairman, NAEB Network Program Committee
WUOM
Ann Arbor, Michigan

Dear Ed:

Here are my comments concerning Harold Hill's memo dated June 14, 1962 concerning the suggestion of John Finster regarding a new quarterly system.

It appears to me that any arrangement of the quarters is arbitrary, as the offerings based on quarters of the year. The three months between new offerings seems to be quite adequate. Once a month offerings would involve too much work, and less frequent offerings, say every six months, would probably mean a large lag between the initial offering to network, and the use by network stations.

If the three month interval is judged to be adequate, then the next decision is - what three months? There is a certain convenience in the present system, primarily because of the coincidence with the calendar. But I feel that this convenience is not enough to outweigh the validity of Mr. Finster's suggestion, not only for school stations, but also for those of us who prepare program guides with long advance deadlines. The "Finster" plan would, in effect, present the offering one month prior to the conventional quarter system, so that stations having this long deadline would end up having to program in the conventional quarter, e.g., Quarter IV (Sept.-Oct.-Nov. under the "Finster" plan) would be broadcast on many stations in October, November and December. Clear? - hope so.

To sum up, if the administrative details are not too great, I am in favor of the Finster plan. It will present some problems as to the decision of which quarter will cover only two months, but possibly this could be Summer of 1963.

Sincerely,

Harold W. Roeth
Program Manager

HWR:gwr

WASHINGTON STATE UNIVERSITY
PULLMAN, WASHINGTON

RADIO STATION KWSC 1250 kc 5000 watts

June 18, 1962

Mr. E. G. Burrows,
Chairman
NAEB Network Acceptance Committee
Radio Station WUOM
Administration Building
University of Michigan
Ann Arbor, Michigan

Dear Ed,

Re H. Hill's memo of June 14, 1962, I can see no particular objection to changing the quarterly offerings to a December-February, March-May, June-August, September-November basis if it will help the in-school stations.

Since, however, this would create some bookkeeping problems--what with the new-found point system and the July-June fiscal year most of us operate on, etc. --I feel it should not be done strictly on the say-so of John Finster of old South Bend. I would suggest a poll of the school stations to make sure that this is what they want.

It probably is. By an odd coincidence one of the employees of Pat Swenson's KBPS in Portland was in my office when Hill's memo arrived. He was bitching about the fact that they reopen in September but the quarterly NAEB offering doesn't start until October.

I do feel, however, that the in-school affiliates should be consulted before any change is made. I offer this as part of a general Harrison campaign to make the network an affiliate-oriented rather than general NAEB-oriented operation. I understand that one of the current plans being kicked around by Harley and the board involves incorporating a separate network operation outside of NAEB. If this take place I feel it is imperative that the new organization be answerable to the affiliates, with a board elected by affiliates, etc. etc.

So, what else is new?

Regards,

Bart Harrison

File - Net. Prog. Com

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Report of the Network Acceptance Committee
Presented at the NAEB 37th Annual Convention
October 23-26, 1961, Washington, D. C.

In his report to this convention, Network Manager Bob Underwood has already indicated the changes and growth in network operations this past year. The revised Network Acceptance Committee, which took office in February of this year, has coordinated its activities closely with Mr. Underwood. Miss Seaman and Mssrs. Boyle, Giese, Harrison, Estell, Eblen, Quayle, Curry, Norwood, Goodrich, Busch, Regnell and Chairman Burrows, have operated on two assumptions: 1) that the NAEB Radio Network is a vital part of NAEB and should be preserved, and 2) that to increase the network's potentialities and value, the Acceptance Committee must widen the scope of its operations and assume new responsibilities. Pending the appointment of a full-time program man for the network, the committee has sought not only to judge regular offerings from member stations and outside sources, but to seek out and develop new program ideas and sources.

Since February, the committee has judged some 38 separate series of programs. The committee assisted in the inauguration of WASHINGTON REPORT and SPECIAL OF THE WEEK, with emphasis on the national and international scene. The committee approved the scheduling of a weekly series of three five-minute commentary programs, something completely new for NAEB. Through the committee, a fruitful relationship with Radio Nederland in Holland has lead to the planning of a weekly series of 15-minute news programs beamed by shortwave from Europe especially for the use of NAEB member stations. New contacts have been made with Scandinavian broadcasters through Radio Sweden, with Italian Radio through the American Academy in Rome, with Radio Japan and with other foreign broadcasters. These contacts, it is anticipated, will lead to the acquisition of new program materials not currently being distributed in this country by any other agency. Mr. Underwood has spoken earlier of the gratifying assistance extended by the Voice of America in permitting NAEB to obtain and distribute program materials initially produced for overseas consumption.

In the domestic area, the committee has worked to fill the increasing demand on the part of member stations for news, public affairs, and commentary programs, in the fields of government, law, medicine, science, education, etc. Until regional networks, if not a live national educational network, are capable of instantaneous transmission of dated materials, the NAEB Radio Network will distribute more and more timely programs with all possible speed to member stations.

The picture is, indeed, a bright one. However, as Mr. Underwood indicated earlier, there is still a long way to go and the success of the NAEB network is still dependent on the support of the NAEB members, both in a financial and in a program way. New series, drawing upon the resources of our educational institutions, produced with or without financial assistance, are needed. More creative thinking and experimentation in production techniques are needed. Greater attention must be given to the technical quality of recorded programs. It is an unfortunate commentary on our limitations even in this year of enlightenment that the network still receives for audition and for distribution programs so inferior in technical quality that they must be rejected. It is this committee's hope that its choice of programs and its efforts to stimulate new programs will lead to increased stature for NAEB as a whole and, with the cooperation of its members, will help to dispel the parochialism, conservatism and complacency to which all of us are subject from time to time.

E. G. Burrows
Chairman

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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